

Listing of Claims:

Claim 1: (Currently Amended) A system, comprising:

memory storing a first object ~~and~~, a second object, and a third object, the second object configured to define an interactive component for display in an interactive electronic programming guide (EPG), ~~wherein the interactive component includes~~ including localized content and the third object corresponding to content information for display in the EPG; and
a processor configured to generate the interactive EPG by combining the first object, the second object and ~~second objects~~ the third object, wherein a layout of the interactive EPG ~~including a display position of the interactive component in the interactive EPG~~ is defined by the first object.

Claim 2: (Previously Presented) The system of claim 1 wherein the system comprises a set-top box, a television, or a VCR.

Claim 3: (Previously Presented) The system of claim 1 wherein the system includes a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

Claim 4: (Cancelled)

Claim 5: (Currently Amended) The system of claim ~~4~~ 1 wherein the third object includes at least one of a schedule time, channel identification and a title.

Claim 6: (Cancelled).

Claim 7: (Previously Presented) The system of claim 4 wherein the second object is configured to provide non-EPG e-commerce interactivity.

Claim 8: (Previously Presented) The system of claim 1 wherein the first object is selected from a plurality of world objects based on a selected type of programming, wherein each of the

plurality of world objects defines a different EPG layout.

Claim 9: (Previously Presented) The system of claim 8 wherein the first object defines a virtual world and a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 10: (Previously Presented) The system of claim 7 wherein the second object is received in real time.

Claim 11: (Previously Presented) The system of claim 1 further including a user interface configured to receive user interaction with the localized content of the interactive EPG.

Claim 12: (Currently Amended) A method, comprising:
selecting a first object configured to define a layout of an interactive electronic programming guide (EPG) displaying content programming information;
selecting a second object including a localized interactive component for display in the interactive EPG; ~~and~~
storing in memory a third object including information associated with current programming events; and
generating the interactive EPG by combining the received first object, the second object, and the third object. ~~and second objects, wherein the layout of the interactive EPG defined by the first object includes a display position of the localized interactive component in the interactive EPG.~~

Claim 13: (Cancelled)

Claim 14: (Currently Amended) The method of claim ~~13~~12 performed by a set-top box, a television system, or a VCR.

Claim 15: (Currently Amended) The method of claim ~~13~~12 wherein first object is selected from a plurality of world objects, each of the plurality of world objects configured to define a

different EPG layout for displaying the content programming information.

Claim 16: (Currently Amended) The method of claim ~~13~~12 wherein the third object includes at least one of a schedule time, a channel identification, and a title.

Claim 17: (Cancelled).

Claim 18: (Previously Presented) The method of claim 12 wherein the second object is a non-EPG e-commerce object.

Claim 19: (Previously Presented) The method of claim 18 wherein the first object is selected from a plurality of world objects based on selected programming content.

Claim 20: (Previously Presented) The method of claim 12 wherein the first object defines a virtual world and wherein a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 21: (Previously Presented) The method of claim 18 further including receiving the second object in real time.

Claim 22: (Previously Presented) The method of claim 12, further comprising generating a user interface coupled to the EPG and configured to receive user interaction with the localized interactive component.

Claim 23: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by a processor to perform a method for providing for a 3-D enabled electronic programming guide (EPG), the method comprising:

selecting a first object configured to define a layout of an interactive electronic programming guide (EPG) displaying programming information;

selecting a second object including a localized interactive component for display in the interactive EPG; and

receiving a third object including information associated with a programming event; and
generating the interactive EPG by combining the ~~received first object, the second object,~~
~~and the third object and second objects, wherein the layout of the interactive EPG defined by the~~
~~first object includes a display position of the localized interactive component in the interactive~~
EPG.

Claim 24: (Previously Presented) The machine-readable storage medium of claim 23 stored in a set-top box, a television, or a VCR.

Claim 25: (Previously Presented) The machine-readable storage medium of claim 24 further including instructions to provide a plurality of drivers, one of the drivers communicating with a separate unit to replenish the programming information.

Claim 26: (Cancelled)

Claim 27: (Currently Amended) The machine-readable storage medium of claim ~~26~~ 23 wherein the third object includes at least one of a schedule time, channel identification, and a title corresponding to the programming event.

Claim 28: (Previously Presented) The machine-readable storage medium of claim 23 wherein the second object is a non-EPG e-commerce object.

Claim 29: (Previously Presented) The machine-readable storage medium of claim 28 wherein the first object defines a virtual world corresponding to selected content.

Claim 30: (Previously Presented) The machine-readable storage medium of claim 29 wherein a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 31: (Previously Presented) The machine-readable storage medium of claim 30 wherein the first object is user-selected from a plurality of world objects, each of the plurality of world

objects defining a different layout for displaying the programming information.

Claim 32: (Cancelled).

Claim 33: (Previously Presented) The machine-readable storage medium of claim 23 further comprising receiving the second object in real time.

Claim 34: (Previously Presented) The machine-readable storage medium of claim 33 further including instruction for generating a user interface configured to receive user interaction with the localized interactive component of the interactive EPG.

Claim 35: (New) The system of Claim 1, wherein the interactive component is based on the content information displayed in the EPG.